Newspaper Advertising MRCS/SAU Inches

March 1986 vs. March 1985

AKRON, OH

	1986 Full Run	1986 Part Run	1985 Full Run	1985 Part Run
Beacon Journal (E)	82 216	37 833	88 297	22 469
Beacon Journal (S)	81 075	32 195	91 527	12 142
Grand Total	163 291	70 028	179 824	34 611

NOTE: Part run figures supplied by publisher to Media Records.

ATLANTA, GA

Constitution (M)	170 766	64 430	179 143	39 317
Journal (E)	167 270	65 209	176 962	39 315
Journal & Constitution (S)	145 561	26 322	159 276	69 697
Journal & Constitution (Sat)	47 979	—	47 416	—
Grand Total	531 582	205 961	562 797	148 329

NOTE: Constitution Morning and Journal Evening published five days a week only.

BALTIMORE, MD

News American (S)	29 099	12 584	32 929	10 596
News American (E)	34 805	6 289	36 436	5 245
Sun (M)	116 412	4 080	109 863	3 366
Sun (E)	90 268	4 080	84 874	3 366
Sun (S)	156 348	46 082	166 718	39 348
Grand Total	426 932	73 115	435 820	61 921

BERGEN COUNTY, NJ

Record (E)	142 387	18 263	142 432	20 301
Record (S)	146 589	45 852	168 025	36 480
Grand Total	288 976	64 115	310 457	56 781

NOTE: Record Evening published five days a week only.

BOSTON, MA

Herald (M)	56 563	—	45 132	—
Herald (S)	19 142	41 021	19 912	31 809
Globe (M)	134 462	10 559	130 057	8 959
Globe (S)	208 584	73 641	203 723	25 021
Grand Total	418 756	85 221	398 824	65 789

BUFFALO, NY

News (AD)	107 605	15 725	106 905	12 292
News (S)	82 716	14 468	73 607	10 840
Grand Total	190 321	30 193	180 512	23 132

CAMDEN, NJ

Courier Post (E)	130 097	18 508	109 966	20 245
Courier Post (S)	67 440	11 286	63 131	5 771
Grand Total	197 537	29 794	173 097	26 016

CHARLOTTE, NC

News (E)	—	—	72 678	—
Observer (M)	119 395	—	119 382	—
Observer (S)	89 840	—	81 784	—
Grand Total	209 235	—	273 844	—

NOTE: News Evening ceased publication November 1, 1985. Part run figures not available.

CHICAGO, IL

Sun-Times (M)	134 173	84 416	121 274	60 824
Sun-Times (S)	76 259	28 064	72 139	50 077
Tribune (M)	119 618	253 731	128 745	220 109
Tribune (S)	117 092	72 101	132 517	88 049

NOTE: Tribune figures supplied by publisher to Media Records. 1986 figures represent advertising for 3/1/86 to 3/30/86. Tribune All Day changed to Morning publication effective August 19, 1985.

CINCINNATI, OH

Enquirer (M)	154 371	7 205	151 227	6 539
Enquirer (S)	157 727	13 893	156 200	8 092
Post (E)	71 503	20 153	73 035	34 005
Grand Total	376 541	40 251	380 462	47 636

CLEVELAND, OH

Plain Dealer (M)	135 128	32 925	132 549	23 519
Plain Dealer (S)	130 584	2 212	135 269	6 693
Grand Total	265 712	35 137	267 818	30 212

DALLAS, TX

News (M)	300 068	11 884	310 604	13 645
News (S)	205 765	18 968	210 076	11 430
Times Herald (AD)	230 176	33 129	259 296	16 307
Times Herald (S)	147 613	20 584	157 567	14 949
Grand Total	683 642	84 565	937 543	56 831

DENVER, CO

Rocky Mt. News (M)	260 919	4 707	294 117	1 456
Rocky Mt. News (S)	99 311	2 154	108 569	1 219
Post (M)	191 032	7 646	172 216	11 262
Post (S)	136 054	1 267	137 224	1 770
Grand Total	687 316	15 774	712 126	15 707

DETROIT, MI

Free Press (M)	102 141	28 038	94 420	33 041
Free Press (S)	56 151	28 732	53 227	33 607
News (AD)	139 371	45 641	131 368	34 311
News (S)	105 477	33 164	103 184	29 720
Grand Total	403 130	135 575	382 695	130 679

FORT LAUDERDALE, FL

News & Sun Sentinel (S)	127 848	—	151 021	—
Sun Sentinel (M)	318 396	—	341 179	—
Grand Total	446 244	—	492 200	—

NOTE: Part run figures not available. Morning figures include the Saturday Edition.

FORT WAYNE, IN

Journal Gazette (M)	65 882	—	63 724	—
Journal Gazette (S)	80 399	—	77 620	—
News Sentinel (E)	72 506	—	74 419	—
Grand Total	218 787	—	210 763	—

NOTE: Part run figures not available.

GREENWICH/STAMFORD, CT

Time (E)	74 498	979	78 348	548
Time (S)	71 285	—	69 198	—
Advocate (E)	97 662	7 674	101 766	1 667
Advocate (S)	69 387	314	71 122	—
Grand Total	312 832	8 967	320 434	2 215

HARTFORD, CT

Courant (M)	148 855	29 431	135 127	24 588
Courant (S)	90 717	138 538	93 813	128 402
Grand Total	239 572	167 969	228 940	152 990

HONOLULU, HI

Advertiser (M)	116 253	—	111 127	—
Star Bulletin (E)	110 624	—	101 455	—
Star Bulletin & Advertiser (S)	84 927	—	88 235	—
Grand Total	311 804	—	300 817	—

HOUSTON, TX

Chronicle (AD)	233 658	37 949	291 553	34 325
Chronicle (S)	141 712	28 591	164 432	43 484
Post (M)	167 495	29 593	182 484	36 919
Post (S)	91 622	28 961	88 312	55 488
Grand Total	634 487	124 094	726 781	170 216

LONG BEACH, CA

Press Telegram (M)	102 799	39 678	93 508	—
Press Telegram (S)	62 807	4 108	66 539	—
Grand Total	165 606	43 786	160 047	—

NOTE: 1985 Part run figures not available.

LONG ISLAND, NY

Newsday (E)	140 600	76 068	175 371	46 637
Newsday (S)	105 582	81 088	112 978	85 361
Grand Total	246 182	157 156	288 349	131 998

LOS ANGELES, CA

Times (M)	276 474	257 863	301 328	282 905
Times (S)	195 575	104 975	209 733	99 565
Herald Examiner (M)	53 465	9 174	58 340	12 905
Herald Examiner (S)	17 403	8 653	15 467	10 466
Grand Total	542 917	390 665	584 868	405 839

LOS ANGELES/SAN FERNANDO VALLEY, CA

News (M)	188 085	29 275	191 479	25 768
News (S)	93 924	4 439	98 685	10 346
Grand Total	282 009	33 714	290 164	36 114

*LOS ANGELES/TORRANCE, CA

Breeze (E & S)	212 626		203 699	
Grand Total	212 626		203 699	

NOTE: Figures supplied by publisher to Media Records.

*LOUISVILLE, KY

Courier Journal (M)	88 598	34 032	98 426	36 932
Courier Journal (S)	76 413	77 407	72 515	82 963
Times (E)	83 936	70 299	95 086	53 839
Grand Total	249 947	181 738	266 127	173 734

NOTE: Figures supplied by publisher to Media Records.

*MEMPHIS, TN

Commercial Appeal (M)	119 287	82 099	124 172	85 327
Commercial Appeal (S)	104 903	10 247	92 885	10 633
Grand Total	224 190	92 346	217 057	95 960

NOTE: Figures supplied by publisher to Media Records.

MIAMI, FL

Herald (M)	163 459	—	173 986	—
Herald (S)	108 321	—	119 885	—
News (E)	64 400	—	67 103	—
Grand Total	336 180	—	360 974	—

NOTE: Part run figures not available.

MINNEAPOLIS, MN

Star & Tribune (AD)	104 534	19 059	102 505	19 561
Star & Tribune (S)	153 687	3 394	159 133	2 404
Star & Tribune (Sat)	28 196	—	30 058	—
Grand Total	286 417	22 453	291 696	21 965

*NASHVILLE, TN

Banner (E)	106 746	—	106 218	—
Tennessean (M)	107 546	—	109 348	—
Tennessean (S)	100 387	—	108 280	—
Grand Total	314 679	—	323 846	—

NOTE: Figures supplied by publisher to Media Records.

NEW BRUNSWICK, NJ

Home News (E)	82 154	2 900	79 679	—
Home News (S)	82 883	1 664	79 057	2 209
Grand Total	165 037	4 564	158 736	2 209

NEW YORK, NY

Times (M)	164 247	13 911	163 297	14 255
Times (S)	232 515	120 762	242 909	111 203
News (M)	56 260	86 859	58 846	106 989
News (S)	39 980	88 700	37 415	92 293
Post (AD)	52 231	1 557	55 854	1 145
Grand Total	545 233	311 869	558 321	325 885

NEWARK, NJ

Star Ledger (M)	191 744	6 210	189 535	5 531
Star Ledger (S)	201 677	23 810	208 403	31 060
Grand Total	393 421	30 020	397 938	36 591

OAKLAND, CA

Tribune (M)	76 985	84 367	80 710	47 590
Tribune (S)	43 386	37 445	59 542	41 167
Grand Total	120 375	121 812	140 252	88 757

OCEANSIDE, CA SAN DIEGO COASTAL NORTH COUNTY

Blade Tribune (E)	82 637	2 973	—	—
Blade Tribune (S)	54 887	—	—	—
Grand Total	137 524	2 973	—	—

NOTE: Blade Tribune Evening published five days a week only. 1985 figures not available.

ORANGE COUNTY, CA

Register (AD)	288 845	74 843	293 967	71 981
Register (S)	136 255	10 633	152 598	6 638
Grand Total	425 100	85 476	446 565	78 619

PHILADELPHIA, PA

Inquirer (M)	153 036	35 905	159 600	49 313
Inquirer (S)	142 045	56 328	142 640	54 273
News (E)	77 217	9 468	77 309	8 095
Grand Total	372 298	101 701	379 549	111 681

*PHOENIX, AZ

Arizona Republic (M)	293 983	13 172	282 028	15 953
Arizona Republic (S)	190 664	—	189 528	—
Gazette (E)	283 101	13 241	268 619	18 752
Grand Total	767 748	26 413	740 175	34 705

NOTE: Figures supplied by publisher to Media Records.

*RIVERSIDE, CA

Press Enterprise (M & S)	257 242	14 848	233 253	14 805
Grand Total	257 242	14 848	233 253	14 805

NOTE: Figures supplied by publisher to Media Records.

*ST. LOUIS, MO

Post Dispatch (M)	104 518	39 913	94 455	32 362
Post Dispatch (S)	138 410	598	144 007	—
Grand Total	242 928	40 511	238 462	32 362

NOTE: Figures supplied by publisher to Media Records.

ST. PAUL, MN

Pioneer Press Dispatch (AD)	84 450	—	91 718	—
Pioneer Press Dispatch (S)	114 573	—	117 749	—
Grand Total	199 023	—	209 467	—

NOTE: Part run figures not available.

SAN ANTONIO, TX

Express News (AD)	126 230	30 739	131 828	11 483
Express News (S)	111 266	27 193	120 664	14 955
Express News (Sat)	47 455	—	49 409	—
Light (AD)	118 298	32 943	118 516	26 514
Light (S)	100 258	16 867	100 429	25 385
Light (Sat)	40 300	—	43 384	—
Grand Total	543 807	107 742	564 230	78 337

NOTE: Express News All Day and Light All Day published five days a week only.

SAN DIEGO, CA

Union (M)	211 578	21 944	217 340	20 145
Union (S)	139 245	—	150 102	—
Tribune (E)	214 099	22 558	215 382	25 642
Grand Total	564 922	44 502	582 824	45 787

SAN FRANCISCO, CA

Chronicle (M)	125 606	71 922	127 677	52 986
Examiner & Chronicle (S)	89 155	39 879	88 373	55 284
Grand Total	214 761	111 801	216 050	108 270

SAN JOSE, CA

Mercury News (AD)	281 223	24 738	274 309	26 569
Mercury News (S)	167 726	—	181 425	1 760
Grand Total	448 949	24 738	455 734	27 829

SHREVEPORT, LA

Journal (E)	85 047	4 114	79 247	4 047
Times (M)	106 825	15 996	106 292	12 218
Times (S)	77 942	7 053	79 673	9 703
Grand Total	269 814	27 163	265 212	25 968

*STATE COLLEGE, PA

Centre Times (E)	75 963	542	84 607	9 079
Centre Times (S)	41 214	405	35 912	542
Grand Total	117 177	947	120 519	9 621

NOTE: Figures supplied by publisher to Media Records.

SYRACUSE, NY

Herald Journal (E)	80 348	31 091	82 198	23 191
Herald American (S)	52 296	46 164	61 149	29 872
Post-Standard (M)	78 587	32 790	74 969	28 163
Grand Total	211 231	110 045	218 316	81 226

*TAMPA, FL

Tribune (AD&S)	284 310	112 340	342 750	101 569
Grand Total	284 310	112 340	342 750	101 569

NOTE: Figures supplied by publisher to Media Records.

*TOLEDO, OH

Blade (E)	87 924	—	84 261	—
Blade (S)	104 528	—	96 371	—
Grand Total	192 452	—	180 632	—

NOTE: Figures supplied by publisher to Media Records.

WASHINGTON, DC

Post (M)	265 272	42 887	273 367	41 762
Post (S)	168 743	36 717	183 782	31 238
Grand Total	434 015	79 604	457 149	73 000

WASHINGTON, DC SUBURBAN GROUP

Alexandria Journal (M)	70 790	369	66 353	—
Prince George's Journal (M)	58 952	227	57 822	1 668
Montgomery Journal (M)	61 128	766	56 175	1 668
Fairfax Journal (M)	72 666	2 326	68 836	870
Arlington Journal (M)	70 483	369	66 553	518
Grand Total	334 019	4 057	315 739	4 724

NOTE: Alexandria Journal Morning, Prince George's Journal Morning, Montgomery Journal Morning, Fairfax Journal Morning, and Arlington Journal Morning published five days a week only.

WESTCHESTER ROCKLAND, NY

Reporter Dispatch (E)	77 646	13 196	77 073	14 044
Reporter Dispatch (S)	90 883	18 441	84 227	21 002
Grand Total	168 529	31 637	161 300	35 046

WICHITA, KS

Eagle Beacon (M)	109 353	—	115 934	—
Eagle Beacon (S)	76 742	—	84 294	—
Grand Total	186 095	—	200 228	—

NOTE: Part run figures not available.

Source: Media Records

This data has been provided by Media Records for exclusive publication in Advertising Age and may not be reprinted or published in any form without explicit permission from Media Records. All newspapers represented are subscribers to Media Records. For those newspapers that subscribe to Media Records National Advertising Reporting Service, total Advertising data shown has been supplied by the publisher to Media Records and included in this compilation. All publisher supplied figures are converted to MRCS SAU inches by Media Records. These newspapers are indicated with an asterisk (*).

REPORTING METHODOLOGY

Media Records continues to measure in image but due to the introduction of the SAU 6 column format Media Records has designed and developed a methodology with the approval of our subscribers, the INAME Measurements Committee, The ANPA/NAB Working Committee, The AAAA Newspaper Committee, and other industry groups.

The approved methodology is titled The Media Records Conversion System (MRCS) and is based upon the printed page area of each product of the newspaper and is a five step approach as follows:

1. Measure Printed Page
   Width and Depth in Inches
2. Determine Square Inches of Page
   Multiply Width by Depth Inches
3. Determine the Number of SAU Inches of Page
   Divide the Square Inches by 2.0625 (SAU Inches)
4. Measure the Total Lines of the Page
   Multiply Column Depth Agate Lines by the Number of Columns on the Page
5. Determine the Factor for Converting Measured Lines to Reported SAU Inches
   Divide the Total Lines of Page by the Number of MRCS SAU Inches of the Page

Monday, June 9, 1986

Advertising Age®

Crain's International Newspaper of Marketing. In Two Sections, Section 1.

Clients' 'retaliation' increases

Mars joins conflict watchers

An Advertising Age roundup

Mars Inc.'s longtime U.S. relationship with Ted Bates Advertising has come "under study" in the latest example of growing opposition by major advertisers to the recent agency megamergers.

The opposition, focused on a variety of new account conflicts, ranges from strong statements of concern or displeasure to switching of accounts.

In making its case against agency megamergers that create new account-conflict problems, Procter & Gamble last week began rewarding its nonmerging agencies. And Mars Inc., along with expressions of concern over U.S. conflicts arising out of the Bates-Saatchi & Saatchi deal, gave an as-yet-unknown assignment to Grey Advertising in London.

Other anxious or angry clients are General Mills, RJR Nabisco and Colgate-Palmolive.

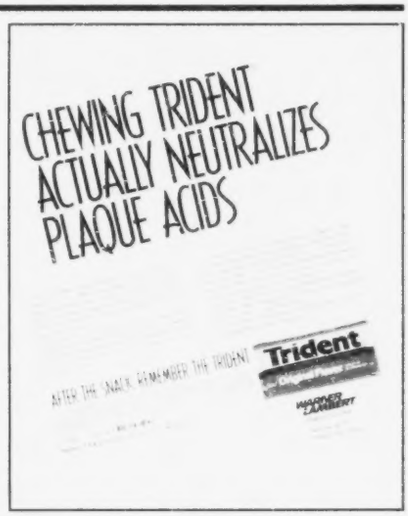
Their responses to date, and those expected to come, are a far cry from the votes of confidence the megamerged agencies had anticipated. The belief that a more relaxed attitude about account conflicts was evolving in the wake of the big mergers has begun to evaporate.

That client qualms are progressively becoming less private was evident when P&G seized the initiative by reassigning some of its newly acquired brands (AA, June 2). Cincinnati-based P&G gave new pieces of business to Wells, Rich, Greene (Oil of Olay), Leo Burnett Co. and Tatham-Laird & Kudner, taking accounts from Young & Rubicam, a major worldwide agency of rival Colgate-Palmolive, and Needham Harper Worldwide, which will be linked via its new holding company to BBDO, a key agency of a major P&G rival, Unilever.

But the picture is not altogether bleak. Other clients, particularly in the auto industry—where agency sharing under umbrella setups is a long-standing practice—are coming to terms with megamergers in mutually satisfactory ways.

At this point, however, short-term reactions indicate major advertisers are closely watching each other's moves—and especially P&G's—to help their internal deliberations along. The question is whether the megamerged agencies can persuade clients to go along with them, or, failing that, see the non-

(Continued on Page 92)



Warner-Lambert's American Chicle division promotes Trident's new positioning as a cavity fighter in this portion of a trade ad directed to dentists. Thomas C. Ferguson Associates, Parsippany, N.J., handles trade advertising for Trident; Ted Bates Advertising/New York handles consumer ads.

Xerox hopes Bates has keys to office market

By BRIAN MORAN

Xerox Corp. will lean heavily on new agency Ted Bates Advertising/New York to reignite the company's decadelong struggle to win a significant share of the office-automation market.

As expected (AA, June 2), Bates last week won a four-agency shootout for Stamford, Conn.-based Xerox's $41 million corporate and business systems products account, formerly handled by Needham Harper Worldwide. Bates' first creative work is expected to break by early August.

The assignment will put less emphasis on corporate image and copier products advertising, according to Michael Kirby, Xerox corporate advertising and promotion director. "We're more than a copier company," Mr. Kirby said. "We have [office] systems capability and we want to make sure people are aware of our presence in that business."

Xerox's office-systems products are manufactured and marketed by the company's Rochester, N.Y.-based business-systems group. Mr. Kirby said the new advertising will be "jointly managed" by himself and Douglas McLaine, the Rochester group's marketing communications manager. Mr. McLaine joined Mr. Kirby at Xerox's June 6 press conference announcing the account move.

Xerox executives said Bates won the business because of its execution of a "focused assignment" that Xerox gave to the agency and three other New York shops that competed for the account—DFS Dorland Worldwide, Scali, McCabe, Sloves and SSC&B. Xerox two weeks ago narrowed the search to Bates and DFS.

Sources report Bates snared the account partly on the strength of strategy points developed by Larry Light, president of the agency's international division. The Bates team also included president Donald Zuckert, exec vp Randall Hackett and Ralph Rydholm, the agency's recently hired creative head.

Mr. Zuckert said Bates will continue to handle the account of personal computer marketer Commodore International Ltd. Commodore's operation—targeted mainly at home users—does not conflict with Xerox's

(Continued on Page 92)

Trident gum tries cavity-fighter image in $15M campaign

By PATRICIA WINTERS

Trident gum joins mouthwashes, cereals and other foods that make health-benefit claims with a new $15 million-plus campaign that repositions the No. 1-selling sugarless gum as a cavity-fighter.

The multimedia campaign for Trident, from Warner-Lambert Co.'s American Chicle division, Morris Plains, N.J., cites new research (AA, June 2) that chewing sugarless gum after eating sugary snacks may help prevent cavities.

American Chicle will replace its current network tv and radio campaign with the new spots beginning June 12, via Ted Bates Advertising/New York. Commercials focus on a new study showing Trident's cavity-preventing benefits.

The company declined to disclose ad spending, but said it would exceed last year's budget. The brand received $15.5 million in measured media last year, according to Leading National Advertisers.

"We believe it [the new campaign] is very significant," said John Carroll, Warner-Lambert vp and Chicle president. "It's the first time a product of this sort is making this claim, and we are support-

(Continued on Page 90)

Last Minute News

'Big Bang' merger creates Omnicom

NEW YORK—Omnicom Group is the name of the new holding company resulting from the proposed merger of BBDO International, Doyle Dane Bernbach Group and Needham Harper Worldwide.

Congressman moves to ban tobacco ads

WASHINGTON—Rep. Michael Synar (D., Okla.) has called a press conference for today to introduce legislation calling for a nationwide ban on tobacco advertising and promotion.

BJK&E gets rude awakening from Sealy

CHICAGO—Sealy has ended its three-year relationship with Bozell, Jacobs, Kenyon & Eckhardt. The bedding marketer says it has chosen several Chicago agencies to vie for its estimated $8 million account.

Heileman taps 4 finalists for $5M account

LA CROSSE, WIS.—G. Heileman Brewing Co. has chosen four finalists to compete for its Special Export superpremium and imported beers, two bottled water brands and two coolers. W.B. Doner & Co., Baltimore; Ruhr/Paragon, Minneapolis, and two Chicago shops, Eisaman, Johns & Laws and HCM, will compete for the estimated $5 million account. Hal Riney & Partners, San Francisco and Chicago, previously handled.

U.K. gets its first spot starring U.S. 'Refrigerator'

CHICAGO—William (The Refrigerator) Perry on July 1 becomes an international commercial spokesman when he appears in a U.K. tv spot for London-based Tesco Plc, that nation's largest supermarket chain. Saatchi & Saatchi Compton handles. The spot precedes the Aug. 3 exhibition game in London that will pit Mr. Perry and his fellow Chicago Bears against the

(Continued on Page 8)

U.K. group to acquire HBM shop

By STEWART ALTER

WCRS Group, an expansion-minded U.K. agency holding company, is expected to announce this week the acquisition of HBM/Creamer in the U.S. for a price of roughly $50 million. Last week, WCRS Group bought a small British creative shop.

The publicly held WCRS Group is parent to London-based Wight Collins Rutherford Scott, a 7-year-old agency.

In acquiring HBM/Creamer, WCRS Group, with current combined billings estimated at $200 million, would be buying an agency with $400 million in billings in seven U.S. offices.

Such a move would echo the strategy of another U.K.-based

(Continued on Page 88)

NEWSPAPER
Pr
us
WASHINGTON DC 20014
4520 EAST-WEST HWY #800
SRI ACQUISITIONS
CONGRESSIONAL INFO SERVICE
CONGCLI AA 8623?9 99 AVA
*********5-DIGIT 20014

HIGHLIGHTS

Mars unearths merger opposition 1
Mars Inc.'s longtime U.S. relationship with Ted Bates Advertising has come "under study" in the latest example of growing opposition by major advertisers to the recent agency megamergers. Other anxious or angry clients are General Mills, RJR Nabisco and Colgate-Palmolive.

Trident makes health claim 1
American Chicle's Trident gum joins mouthwashes, cereals and other foods that make health-benefit claims with a new $15 million campaign that repositions the No. 1-selling sugarless gum as a cavity-fighter.

General Mills' new wrinkle 3
General Mills is pledging to spend $24 million on advertising and promotion to introduce its latest entry in the "wholesome snack" market, retail buyers report. General Mills July 1 starts shipping nationally Fruit Corners Fruit Wrinkles, a processed-fruit product shaped like coffee beans. It will go head-to-head with Sunkist Fun Fruits, a pellet-shaped product introduced last summer by Thomas J. Lipton Inc.

Back in the game 4
Home videogames, the spectacular rags-to-riches-to-rags electronics gadgetry of the late 1970s and early 1980s, are poised for a rebirth. That's the word from three major marketers hawking a new generation of game consoles and cartridges loaded with improved graphics at last week's Consumer Electronics Show.

Death of a designer 6
Designer Perry Ellis' death has brought into question not only the fate of his $260 million fashion and fragrance empire, but the future of "key man" insurance, often essential in industries in which a person personifies a company.

On the scent 28
The next fashion marketer to chase the scent of success may be designer Donna Karan, if another challenger, Cosmair, doesn't get there first with Notorious. A Karan executive confirmed that Ms. Karan has talked with Halston Fragrances about a fragrance of her own. She also has met with representatives of Estee Lauder and Revlon.

A Lowe blow 80
When the Standard Oil Co. (Ohio) fired Lowe Marschalk last month, it was more than just another business loss for the agency's Cleveland office. The 75-year-old account, originally handled in-house for Standard by McCann-Erickson founder Harrison McCann, represented one of the first pieces of business for what is now the Interpublic Group of Cos.

Oklahoma ad ban dumped 86
Oklahoma media will accept their first liquor and wine advertising in 25 years, following a federal court ruling that overturned a statewide ban.

Big gainer for game maker 89
Interactive VCR Games is gearing up to take on its giant competitors by advertising its newest product on ABC-TV's "Monday Night Football." The small Vancouver, Wash.-based company will spend $2 million to advertise its VCR Quarterback Game on "MNF" this fall because it is a "perfect" media buy.

FEATURES

A year with Eustace 42
A year after S.I. Newhouse Jr. spent $168 million to acquire *The New Yorker*, it seems he bought two magazines: One *New Yorker* expects to boost circulation by 15%. The other rapidly is losing ad

pages. In a rare interview, Mr. Newhouse acknowledges *The New Yorker* has "more complicated and interesting problems than I usually run into" and, as a result, calls it "the most interesting business situation I've ever had an opportunity to work with."

INTERNATIONAL

What would Lenin say? 61
Paolo Del Bravo, the "DB" of the young Rome agency DBR&F, works with an unlikely client, the Italian Communist party, and finds it a rewarding challenge. "For a mass-consumption product, it is a lot more intelligent than, say, Procter & Gamble," says Mr. Del Bravo, DBR&F's chief creative director. The Communists, for their part, feel they simply are making use of the media and techniques of P&G.

Hello, Brazil 61
For the first time in more than two decades, the Brazilian government has awarded advertising work to non-Brazilian advertising agencies. The decision could be a significant step toward opening up one of the biggest advertising markets in the world to U.S. agencies.

OTHER NEWS

Mars Inc.'s M&M/Mars division launches tv support today for Kudos chocolate-covered granola bars, its first major national product introduction since Twix milk chocolate cookie bars in 1977. Kudos was shipped to markets in the Northeast and Great Lakes in April and is now undergoing "a rolling launch." The product now is moving into Midwest markets and will be national by yearend. Page 3.

Network tv programers are getting an early start on the next prime time ratings war by moving key series this month into time slots they'll have next fall. Page 12.

Campbell Soup Co. has begun shipping nationally a new line of frozen Oriental-style dinners, aimed at capturing a major share in the rapidly growing $300 million category. Page 24.

Chiat/Day won the best-of-show award for the second year in a row and J. Walter Thompson USA took home more awards than any other agency at the American Marketing Assn./New York's 18th Annual Effie Awards ceremony. The Effie award is given in recognition of the effectiveness of advertising. Page 30.

For the third successive year, Fallon McElligott, Minneapolis, walked away with most of the honors, including seven gold and eight silver medals, at the Art Directors Club annual awards show. Page 30.

Drunk driving tops a list of most pressing community service problems, according to a survey sponsored by a new network of volunteer organizations launched in cooperation with major media and trade organizations. Page 80.

Joe Sedelmaier, who has directed commercials for everything from hamburgers to overnight delivery services, last week directed one to sell himself. Officially, the product being sold is Mattel Toys' videocassette trivia game "Commercial Crazies," but Mr. Sedelmaier and his work are its stars. Mattel Toys' first venture into game creation and marketing, Commercial Crazies challenges players to answer 200 questions about the 40 Sedelmaier-directed commercials included on tape. Page 86.

SPECIAL REPORT

Corporations are finding a new source of income in licensing their logos, trademarks and brand names to product marketers. The estimated $14 billion annual corporate licensing business is the focus of Special Report.

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Chrysler, Ford ads quarrel on quality

By JESSE SNYDER

ANN ARBOR, MICH.—Ford Motor Co. broke a new round of print ads last week reasserting its "best built" cars and trucks claim that Chrysler is challenging.

Chrysler, meanwhile, struck a new blow of its own by breaking hard-hitting network tv commercial June 5 claiming quality superiority over Ford. Ford had challenged the new commercial before network review committees.

The commercial, via Bozell, Jacobs, Kenyon & Eckhardt, Birmingham, Mich., is an extension of Chrysler's print campaign.

Based on an updated survey that includes 1986 model cars, the Ford ads, via J. Walter Thompson USA, Detroit, claim Ford produces the

(Continued on Page 88)

Discounts spoil nets' daytime

By VERNE GAY

NEW YORK—Some advertisers say they are buying upfront daytime tv at discounts from 10% to 20% off 1985 prices, bringing to an end the once-automatic daytime price increases to which the Big 3 networks had grown accustomed.

If this trend continues, the economics of the business could be turned upside down. For example, daytime tv, for years the nets' most profitable daypart, likely will yield that distinction to late-night tv by the time the upfront season concludes this summer.

And, at the prices nets are said to be selling at now, this year's daytime upfront season

(Continued on Page 90)

West Coast news

Wexler, Shalek split up

Wexler & Shalek ceo-creative director Gary Wexler has left the Los Angeles agency he founded, at the insistence of president Nancy Shalek. Ms. Shalek, in the process of buying out her business partner since 1983, said they had "philosophical differences" over agency management. Mr. Wexler hasn't decided his future plans, but said he likely will free lance and write novels. Replacing Mr. Wexler at the agency with billings estimated at around $10 million is Alan

(Continued on Page 88)

Ellis death raises 'key' insurance questions

By PAT SLOAN

NEW YORK—Designer Perry Ellis' death has brought into question not only the fate of his $260 million fashion and fragrance empire, but the future of "key man" insurance, which is often essential in industries where a person personifies a company.

As of now, and certainly through this year, retailers, licensees of Perry Ellis products and financial analysts expect it will be business as usual at the enterprises of Mr. Ellis, 46, who died May 30. Beyond that, however, industry sources believe the continued success of Perry Ellis products will depend on whether future designs reflect his heritage of modern traditionalism.

It also depends, they say, on whether the consumer actually cares that, after 10 years, Mr. Ellis is no longer around to oversee the creation of men's and women's clothes that have glamorized every look from the slightly sloppy to the pure preppy, while remaining casual but classy.

Persistent speculation that the designer had Acquired Immune Deficiency Syndrome might also affect future sales, some sources allowed.

The official cause of death was given as viral encephalitis, a brain inflammation.

Said one executive close to Perry Ellis International, "This is the first time that it appears a really well known designer's life style has affected his life. I think his name means a lot and it will survive. But I think some of the products that are less fashion-oriented and based on a more emotional, sexual appeal, such as the fragrances, may have a tougher time."

The unconfirmed reports that Mr. Ellis died of AIDS are familiar to Ronald Cohen, owner of Hiram Cohen & Sons, a Williston Park, N.Y.-based insurance company that writes personal and professional policies for much of the apparel industry.

Mr. Cohen's company did not write the $5 million key-man policy that Manhattan Industries—marketer of Perry Ellis Menswear and Portfolio—is being paid, according to New York-based financial analysts.

But when asked if the rumors surrounding Mr. Ellis' death might make it harder for fashion companies to get insurance on key men, Mr. Cohen said, "That's already begun. Even before this. It's much harder to get insurance for designers than it was two years ago.

"Once written, a policy is locked in. I have lost several designers to AIDS where the policy was written before it was known they had a problem. Right now, I have one man who's a very big label on the street who I can't get insurance for, because he leads the kind of life style where he's considered a candidate."

Mr. Ellis is not the first fashion designer rumored to have been sick with AIDS.

Three years ago, Calvin Klein was harassed for months with the same rumor before he and his doctor finally had to make public denials which were published in *Women's Wear Daily*.

To be a designer and be linked with AIDS is feared because of what it might do to both public image and business

But so far, despite Mr. Ellis' death and the rumors connected with it, Mr. Ellis' business appears not to have suffered.

Noted Linda Hopler, vp-fashion director for Saks Fifth Avenue, "If the clothes are beautiful and they're created in the spirit of Perry, they'll still sell.

"We have a lot of things that aren't designed by anybody but customers buy them because they are wonderful.

"If the clothes change and they don't have the spirit of Perry, that's another question. Anne Klein actually got more interest from consumers after [the late designer's successors] took over."

Norman Fryman, president of the Greif Cos., New York, currently licenses Perry Ellis tailored clothing and is now negotiating another license for the designer's Portfolio line.

Neither the death nor the rumors, Mr. Fryman said, will affect his existing agreements nor the terms of future agreements: "Not at all. We trust the design staff at Perry Ellis and the organization under Robert McDonald [president of Perry Ellis International] will continue as it has, and so we have no problems with the association."

Jay Meltzer, analyst with Goldman, Sachs, said that even with the designer's death, Manhattan Industries is a stronger company than it was last year, due to a restructuring of its own. As for Perry Ellis International, he also thinks that it will continue to grow but, he added, "a central point of this is the Levi Strauss operation with Perry Ellis America. It's doing much better than a year ago, so there's momentum, and they should be in a position to capitalize on it."

When this line first debuted it was expected to produce sales of $30 million-plus at wholesale.

Instead it has just reached $20 million at wholesale, according to sources who attribute the shortfall during its first year to problems with fit, among other things.

A Levi spokesman said that, as of now, the company is pleased with the pickup on the line, adding that there are no plans for reviewing it.

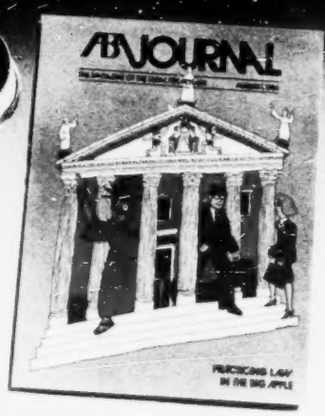
Levi's contract is good through 1987, and renegotiations are scheduled to begin at the end of this year.

Kitty Hawks, corporate creative director for Perry Ellis, said that no announcements are ready to be made yet as to who will assume control of design for Mr. Ellis' operations over-all. She also said there have been no problems with clients, licensees or banks following his death.#

Crain elects three new vps

CHICAGO—The board of directors of Crain Communications Inc., in recognition of their contributions to the company, has elected three new vps: Robert C. Adams, corporate production director, based in Detroit; *Electronic Media* publisher David Persson, New York, and Bryan Todd, managing director, London office.#

A CLOSER LOOK WILL BE MOST REVEALING.



It's time to take a good look at the new ABA JOURNAL. We've expanded our editorial coverage. Increased to a 15 time schedule. And our August issue will feature our new design - cover and throughout. It's no wonder we're the leading business book serving the legal profession.

And the ABA JOURNAL has more to offer.

Take a look at our numbers:

- 350,000 subscribers
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- Pass-along readership of 500,000 legal professionals
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Take a look at our average demographics:

- $122,000 annual income
- $582,000 family net worth
- $300,000 investment portfolio

Take a look at our August issue.

More color; more consumer appeal. We'll carry a special focus on "Practicing Law in the Big Apple." There's also bonus distribution to 10,000 attendees at the 1986 ABA Convention.

Take a closer look at the new ABA JOURNAL. It will be most revealing.

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Miller Myers Bruce DallaCosta Harrod Mirlin

John Dalla Costa, advertising's exuberant master of analysis, the man who made "insouciance" a household word, is doing it again.

With much smarm we announce the appointment of John Dalla Costa as Senior Vice President and Managing Director of Miller Myers Bruce Dalla Costa Harrod Mirlin Inc., the advertising agency, world renowned for its modesty and circumspection.

In his new post, the redoubtable Dalla Costa will seek innovative opportunities outside traditional planning to grow clients' business.

That Mr. Dalla Costa will do so with alacrity as well as with charm, wit and verve goes without saying. He is, after all, for his age and height, one of the most incisive and strategic marketing minds in the industry. Too bad it's the heating industry.

If, in roaming world boardrooms cajoling, importuning, interacting and didacting, Mr. Dalla Costa moves people and benefits acrue to MMB, Mr. Dalla Costa's partners will loyally contrive to live with it.

Paeans of praise, cantos of congratulation, even verbalizations of vituperation may be directed to Mr. Dalla Costa at (416) 927-9302. In his absence, Mr. Dalla Costa's computer will respond with a medley of advertising's greatest hits.

CORRECTIONS & CLARIFICATIONS

- The correct title of Orbis Communications' new one-hour tv special (AA, May 26, P. 67) is "Into the Unknown." Also, the correct figure for coverage of U.S. tv homes for Orbis Communications' "Defenders of the Earth" is 78% (AA, June 2, P. 66).
- A photo caption indicated the wrong person as next year's chairman of the American Assn. of Advertising Agencies (AA, June 2, P. 72). It will be Charlotte Beers, chairman-ceo of Tatham-Laird & Kudner.
- The chart accompanying the March Flash Report on newspaper expenditures *(see Page 62)* incorrectly lists alcoholic beverage spending as up 17.5%. It was down 17.5% for the month.
- The co-authors of "The Executive Success Diet" (AA, May 26, P. 86) should have been identified as June Roth and Dr. Harvey Ross.#

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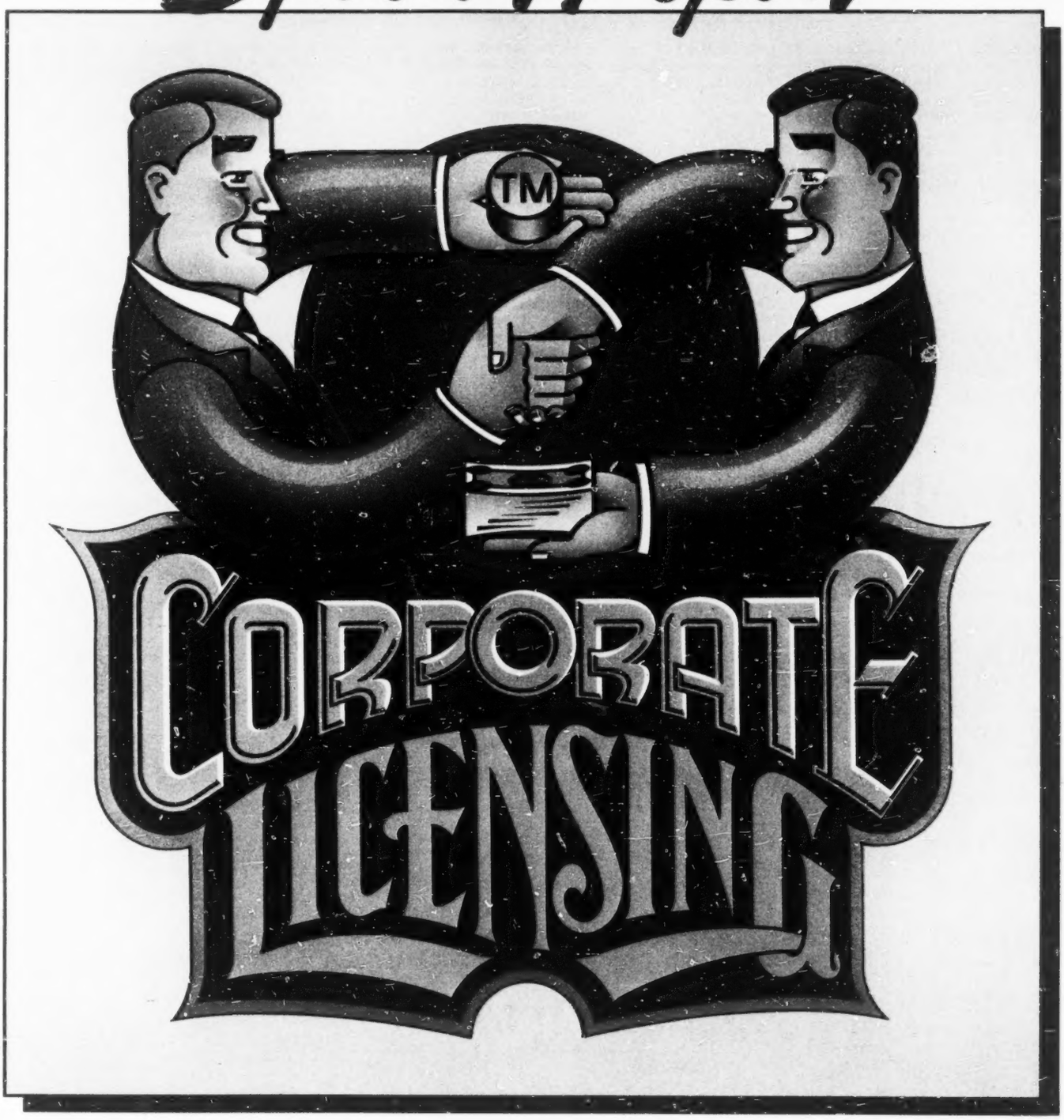

Steve Musgrave

Companies bring logos and profits full circle

By Eileen Norris

If you've tasted Nabisco's Oreo Cookies'n Cream ice cream or tried on the Coca-Cola line of Murjani apparel, then you've become a tenant in a lucrative business that's turning corporations into landlords that rent their logos, trademarks or brand names to product marketers. In return for the rights to those valued properties, the product marketers cross the company's palm with cash in the form of royalties on sales of the licensed goods.

The business of corporate licensing is becoming the envy of those corporations that haven't cashed in on the windfall or can't. "Probably 80% of the public knows the brand name Preparation H, but it's probably not something you'll see on the back of t-shirts," says Weston Anson, president, Marketing/Trademark Consultants, La Jolla, Cal.

Corporate licensing, a $14 billion annual business, usually is divided into two categories: Brand awareness and brand extension, says Nancy Bailey, president of the Miami-based licensing consultancy bearing her name.

With brand awareness licensing, a corporation permits a marketer to produce a product emblazoned with its registered trademark, logo, slogan. For example, St. Louis-based Seven-Up Co. licensed its name to a company that packaged everything from handkerchiefs to nightshirts inside an imitation 7UP can.

The other form of corporate licensing, brand extension licensing, is getting a big shot in the arm. A marketer of ice cream or apparel, for example, will link up with a successful corporation's brand or trademark and come out with new products that the trademark-owning company does not directly produce.

Others say corporate licensing cannot be bro-

(Continued on Page S-15)

Eileen Norris is a frequent contributor to Special Report.

Corporations' clout
1985 retail sales of licensed items

Type	Sales	% of total
1. Trademarks/brand names	$14,028	28
2. Cartoon characters	12,024	24
3. Sports	5,511	11
4. Art	3,507	7
Celebrities	3,507	7
Designers	3,507	7
Theatrical feature films	3,507	7
8. Tv programs	2,505	5
9. Publishing	1,002	2
10. Music	501	1
Other	501	1
Total	**$50,100**	**100%**

Source: "The Licensing Letter"